

**3.10.2 Lodging Industry, Sales and Occupancy Rates**

<u>Year</u>	<u>Properties (1)</u>	<u>Guestrooms (thousand)</u>	<u>Sales (\$2009 billion)</u>	<u>Avg. Occupancy Rate</u>	<u>Avg. Room Rate (\$2009)</u>
2001	41,393	4,200	125.45	60.3%	106.89
2002	47,040	4,398	122.26	59.1%	99.55
2003	47,584	4,416	122.84	61.1%	96.26
2004	47,598	4,412	128.97	61.3%	97.81
2005	47,590	4,402	134.69	63.1%	99.76
2006	47,135	4,389	141.81	63.3%	103.95
2007	48,062	4,476	144.07	63.1%	107.35
2008	49,505	4,626	142.27	60.4%	108.11
2009	50,800	4,762	127.20	54.7%	97.85

Note(s): 1) Based on properties with 15 or more rooms

Source(s): The American Hotel & Lodging Association, 2002 Lodging Industry Profile, p. 2-3; The American Hotel & Lodging Association, 2003 Lodging Industry Profile, p. 2-3, 2002; The American Hotel & Lodging Association, 2004 Lodging Industry Profile, p. 2-4, 2004; The American Hotel & Lodging Association, 2005 Lodging Industry Profile, p. 2, 4, 2005; The American Hotel & Lodging Association, 2006 Lodging Industry Profile, p. 2, 4, 2006; The American Hotel & Lodging Association, 2007 Lodging Industry Profile, p. 2, 4, 2007; The American Hotel & Lodging Association, 2008 Lodging Industry Profile p. 2, 4, 2008; The American Hotel & Lodging Association, 2009 Lodging Industry Profile, available at: <http://www.ahla.com/content.aspx?id=28832>; The American Hotel & Lodging Association, 2010 Lodging Industry Profile, available at: <http://www.ahla.com/content.aspx?id=30505>